

**GENERAL PLAN UPDATE
STEERING COMMITTEE
February 10, 2003
PSB Conference Rooms 2 & 3**

MINUTES

MEMBERS PRESENT: Mitch Thompson Gregory Alabado Randall Krogman
Paul Nieto Patricia Aguilar Teresa Thomas
Rudy Ramirez Diana Rude
Bill Tunstall (for Chris Lewis)

MEMBER ABSENT: Kevin O'Neill

STAFF PRESENT: Bob Leiter, Director of Planning and Building
Ed Batchelder, General Plan Update Project Manager
Rabbia Phillip, GPU Secretary

1. MINUTES OF MEETING

The Chairman called the meeting to order at 6:05 p.m. the roll call was conducted. The minutes of the previous meeting of January 13, 2003 were passed into record without corrections.

2. PUBLIC COMMENT

There was none so the Chairman moved the meeting onto the next item.

3. DEVELOPMENT OF DRAFT CITYWIDE VISION STATEMENT & KEY GOALS

Ed Batchelder briefly reviewed the work done by the subcommittees to achieve the vision statements being presented for this committee's attention. He also gave an explanation of the agenda package and stated that the purpose of tonight's meeting was to achieve a vision statement from the Steering Committee that incorporates the ideas from all the subcommittees. The continuation of the process would be to take the outcome of this meeting back to the individual subcommittees and have them draft goals to implement the vision under their specific areas of interest. Those goal statements would then be brought to this Steering Committee's meeting on March 10. The anticipated outcome of that meeting would be to finalize the vision statement and create a complete set of goals to be used by staff as a base in the update process. Ed then handed over the meeting to the facilitator, Sam Gennawey from MIG, Inc.

Sam clarified the difference between vision statements and goal statements explaining that goal statements are specific, measurable ways to try to reach the vision or ideal. He listed the 6 Strategic Themes to which the vision statements must pertain. He gave positive mention to the way this city's

planning staff has undertaken this process, using the public input and the expertise of the subcommittees' focused vision. He briefly referred to the vision statements from each subcommittee and charged this group with the task of crafting 6 vision statements from them. He suggested that the process was to file the subcommittees' visions into "drawers", one for each of the strategic themes; then parse them to create combined but concise statements. This would be the best means to the outcome as so much effort and work had already been done.

A member noted that Sandag's vision, which was part of the agenda package, identified the disconnects before crafting the statement to make improvements or corrections to what needed attention. Sam explained that this was also done in the Chula Vista GP update process in the Visioneering Program, which collected the public's view of the city, ie, the disconnects. Bob Leiter intervened and explained that the 6 themes are reflective of the citizens' concerns for the city and asked the committee to organize their visions in accordance with the six themes, which will help staff to allocate it to the appropriate section of the GP. Bob reiterated that the desire for strong community character and image was the strongest theme from the public, which came out of the issues identification process. He noted that image is what is visible but character is what we are. He continued to briefly explain each theme in succession and then summed up with the expectation that this group would formulate vision statements that clearly express the public's desires.

Sam Gennawey invited comments from the group and each voiced their opinions and contributed to discussions. He noted for clarification that the "vision" was where we wanted to be and the "goals" were specific ways to get there. He then explained the exercise at hand was to take each statement from the subcommittees and place it in the "drawer" of the theme to which it pertained most closely. The group continued the discussion among themselves to construct the final draft vision statements.

Strong Community Character & Image

Chula Vista is and will continue to develop as a city of distinct identity that its citizens are proud to call home. Chula Vista treasures the culture, values and history of its unique location linking the mountains, rivers, bay, and border region. The City and its people embrace its responsibilities as a member of the Pacific Rim and the Pacific Flyway. The City defines its character through celebration, preservation, restoration, and enhancement of its diversified natural, historic and human resources. The future of Chula Vista as a quality place to live, work, play and learn depends on the integration of critical elements including; healthy, well-planned neighborhoods, a broad range of quality business and employment opportunities, a safe and clean environment, educational opportunities, environmental justice, the arts,

cultural and biological diversity, environmentally-friendly mobility options, abundant parks, recreation and open space.

Healthy & Sustainable Economy

Chula Vista will establish a model local economy, which creates a broad range of employment opportunities supporting an excellent standard of living and quality of life; generates tax revenues sustaining exemplary public facilities and services; and promotes an entrepreneurial spirit, which fosters investment in local business and real estate, as well as in cultural, environmental, and social amenities. Chula Vista will become the premiere recreational, cultural, commercial, and entertainment center of San Diego's South County.

Chula Vista recognizes that its prosperity depends upon its people, their skills, and a competitive and healthy workplace based on principles of sustainability. These advantages, combined with Chula Vista's collaborative values, will make the City a leader in regional economic policy-making, and will position it to respond quickly when economic opportunities emerge.

Improved Mobility

Transportation is a unifying element of the City, which enables cohesiveness and connections.

Chula Vista is a city that provides diverse, convenient, and affordable mobility options that allow people to go from where they are to where they want to be in a safe, timely, cost-effective and environmentally friendly manner.

Healthy & Sustainable Environment

The residents of Chula Vista cherish our open space and natural resources and will protect and preserve them. Chula Vista is a city surrounded by a greenbelt of permanent open space with recreation opportunities for all. Chula Vista will aggressively promote the use of conservation technologies and practices that reduce or eliminate the use of non-renewable resources, as well as develop local non-polluting and renewable energy, water, and material resources, in a way that allows us to meet our present needs while ensuring future generations the ability to meet their needs.

High Quality Community Services

Chula Vista will maintain its desired City character by managing its growth in tandem with services and infrastructure expanding to match needs. East and West Chula Vista will enjoy an equitable balance of services and infrastructure, recognizing the need to offer different solutions based upon their respective and unique situations. Chula Vista supports strong community values. The community will deliver integrated health and human services that are provided with dignity, have consistent funding, are conveniently and equitably located, and are recognized as community fixtures that sustain families and residents. Chula Vista celebrates its diversity

through culture and the arts, which are a core value for students and other residents alike.

Strong & Safe Neighborhoods

To be formulated at a later time.

MIG, Inc. will coordinate with staff to have a finished product from this meeting. It was agreed that the entire document will be done in the future tense. Staff was committed to presenting the 5 completed draft vision statements to this group prior to the next meeting to give them an opportunity to be prepared with any changes or corrections.

4. ADJOURNMENT

The meeting was adjourned at 8:30p.m. to the next meeting on March 10, 2003 at 6:00p.m. in the Public Services Building Conference Rooms 2 & 3.

Recorded by,
Rabbia Phillip
Secretary-GPU
Planning & Building Dept.